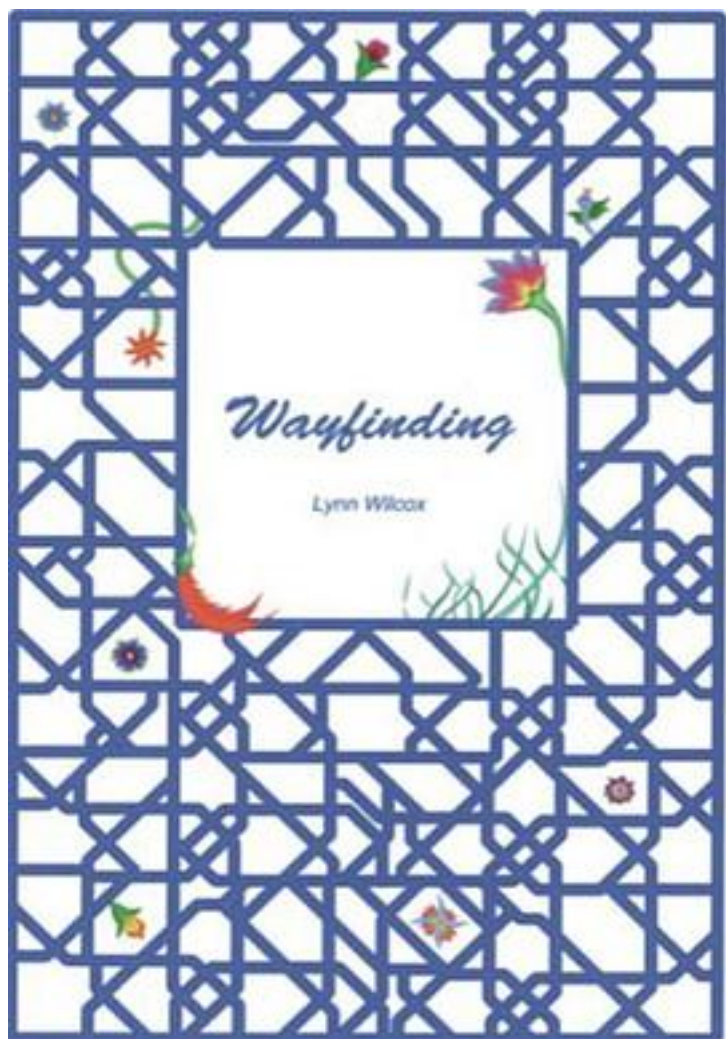


Wayfinding



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A stress-relieving handbook for designing wayfinding systems.

As we get more public spaces, and as they become increasingly complicated, people, more than ever, need to know where they are and where they are going. To bring clarity to this confusion, graphic design is crucial, but the design of wayfinding systems is also a collaborative process.

This is a stress-relieving handbook for designers working across all disciplines. Exciting illustrations and case studies look at how to incorporate logos, graphics, color, and type to relate a complete wayfinding system to the character of a city, exhibition, sportsground etc, and to represent its unique qualities. Checklists of requirements and "tool kits" of elements provide a blueprint for developing successful and attractive wayfinding systems. Every aspect is detailed: stakeholder groups; criteria of specific jobs; design elements; fabrication, installation and placement of signs and banners; maintenance and management systems.

Wayfinding is essential reading for Professional graphic designers and students, Town planners, Architects and Facility managers.

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